



PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : EPLDT INC.
 BRAND : ePLDT
 PROJECT : ePLDT BRAND AWARENESS CAMPAIGN - AGENCY FEES
 CE. NO. : EPLDT-2023-0004
 DATE : 08 July 2023

16/F Two World Square
 McKinley Hill, The Fort
 Taguig City, Philippines
 Tel.: 8856-7888
 Fax: 8856-9316

	SERVICE	NET	ASF	VAT	TOTAL
I	DURATION: JULY 2023	150,000.00	0.00		150,000.00
	DIGITAL CAMPAIGN STRATEGY - Comprehensive and Strategic Digital Campaign plan for ePLDT				
II	CREATIVE CONCEPT FEE - Creation of concepts and executions for digital projects	250,000.00	0.00		250,000.00
III	SOCIAL MEDIA MATERIALS Creation of animated content for ePLDT social media pages. (5 materials per month)	750,000.00	0.00		750,000.00
IV	WEB CAMPAIGN PAGE - Includes creation and development. One page with simple layout and content. Mobile and desktop.	137,350.00	0.00		137,350.00
V	LEAD GENERATION ADS - Creation of lead generation ads. (3 materials every 3 months)	84,000.00	0.00		84,000.00
VI	ACCOUNT MANAGEMENT FEE - Client servicing and project management	274,270.00	0.00		274,270.00
	SUB TOTAL	1,645,620.00	0.00	0.00	1,645,620.00
	12% VAT				197,474.40
	GRAND TOTAL	1,645,620.00	0.00	0.00	1,843,094.40

SUBMITTED BY:  MIG SEVILLA Account Director	PREPARED BY:  MIG SEVILLA Account Director
NOTED BY: Diane Chua Managing Director	

APPROVED BY:



NINA POSADAS

VICE-PRESIDENT & HEAD - MARKETING AND CORPORATE COMMUNICATIONS